

# San Leandro Police Department

## COMMUNITY BRIEFING VIDEO

June 13, 2019

Submitted to:

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14<sup>th</sup> Street  
San Leandro, CA 94577  
[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)  
510.577.3202

Submitted by:

Bill Knowland  
Executive Producer  
Direct Images Interactive, Inc.  
1933 Davis Street, Suite 308  
San Leandro, CA 94577  
[bill@directimages.com](mailto:bill@directimages.com)  
510.613.8299

## Overview

The San Leandro Police Department (SLPD) is hiring Direct Images Interactive, Inc (DII) to create a 10 - 15 minute video for a community briefing.

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## Scope of Work

### Technical specifications

The source video will be shot in HD at the resolution of 1920x1080. One Canon 5D Mark III camera, tripod, teleprompter and 1 person crew will be used by DII for the recording. Professional audio will be recorded via a lavalier microphone. The deliverable will be an mp4 file.

### Pre-production

SLPD will determine what images, charts or graphics will be shown for the finished video. SLPD will supply graphic assets along with title text, lower thirds text and transcriptions and any other on-screen text to DII by or before June 18, 2019. DII will format the scripts for the teleprompter by or before June 19, 2019.

### Production

Video will be recorded on location at the  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
on Wednesday, June 19, 2019

DII will arrive for the session at 8:30am. Loading in gear and initial set up will be approximately one to 1.5 hours, with video recording commencing shortly after 9:30am. Video recording will be completed prior to noon. Equipment strike and load out will take less than an hour.

### Post-production

DII will import into Adobe Premiere the video and audio elements recorded by DII on June 19, as well as the other source assets supplied by SLPD. Video editing services will be performed by DII including the addition of text transitions and motion graphics. Draft 1 will be completed by June 26. There can be up to two rounds of revisions. The final version of the video will be delivered June 28.

## Pricing / Payment Terms

The price for this video as described herein is \$3,400

Payment will be made in two installments:

\$1,700 will be due June 19, 2019

The balance of \$1,700 will be due July 1, 2019

## Content Legality

SLPD will be responsible to submit all content and the final video for legal review. SLPD indemnifies DII and agrees to hold DII harmless for any losses, claims, damages, and liabilities which may arise from the use of the work, including but not limited to any and all instances of inclusion or omission.

## Modifications / Additional Production Requests

If additional work beyond the scope of the project as outlined in this proposal is requested by SLPD, such as additional time, editing services, animation, such work will impact the schedule and budget.

Accepted and agreed on behalf of San Leandro Police Department

Signature \_\_\_\_\_

Date \_\_\_\_\_

Name:

Accepted and agreed on behalf of Direct Images Interactive

Signature \_\_\_\_\_

Date \_\_\_\_\_

Name:

Direct Images Interactive  
is an inbound marketing agency  
specializing in high-impact video production  
and online graphic design.

**we make you look good.**



DIRECT IMAGES INTERACTIVE  
An Inbound Marketing Agency

1933 Davis Street, Suite 308 • San Leandro, CA 94577 • 510.613.8299

FOLLOW US





# Signature Certificate

Document Ref.: BC3KF-6VHRC-CHD8A-ASPB6

Document signed by:

	<p><b>Bill Knowland</b> Verified E-mail: bill@directimages.com</p>	
<p>IP: 8.31.87.110</p>	<p>Date: 21 Nov 2018 21:26:32 UTC</p>	

Document completed by all parties on:  
21 Nov 2018 21:26:32 UTC

Page 1 of 1



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## REQUEST FOR:

CHECK ☐P.O. ☒CHANGE ORDER ☐

## DELIVER CHECK TO:

RETURN TO DEPT. ☐MAIL TO VENDOR ☒CITY OF SAN LEANDRO  
REQUISITION

DATE OF REQ.

19-Jun-19

DEPARTMENT

Police Department

DATE OF DELIVERY NEEDED

ASAP

DEPARTMENTAL REQUISITION NUMBER

## DELIVER GOODS TO:

- ☐ CITY HALL 835 E. 14TH STREET  
☐ PUBLIC WORKS SERVICE CENTER,  
☐ WATER POLLUTION CONTROL PLANT, 3000 DAVIS STREET  
☐ COMMUNITY LIBRARY CENTER, 300 ESTUDILLO AVENUE  
☐ MARINA OFFICE  
☐ MARINA COMMUNITY CENTER  
☒ OTHER Police Department

☐ WILL PICK UP☐ HAVE PICKED UP☐ GOODS ALREADY DELIVERED☒ CONFIRMS PHONE REQUESTP.O. NUMBER 57856

QTY/UNIT

DESCRIPTION OF SERVICES OR ITEMS

CHARGE TO ACCOUNT CODE

ACTIVITY

UNIT PRICE

EXTENSION

FUND

ITEM

Vendor: Direct Images Interactive, Inc.  
Vendor #: 34593

Request for emergency purchase order issued for the following:

- 1 Officer Involved Shooting Community Briefing Video
- Effective Date: 6/15/19
  - Not to exceed: \$5,000
  - Emergency PO # already issued; sole source attached

010-21-002-5120

\$5,000.00

\$5,000.00

TOTAL

\$ 5,000.00

Accounting Approval

☐

An approved budget item.

☐Not an approved item, appropriation  
transfer within budget.

City Manager Approval

☐Not an approved item, requires  
additional appropriation.

City Manager Approval

## ATTACH QUOTES TO REQUISITION

F.O.B.

APPROVAL

VENDOR Direct Images Interactive, Inc.NO. 1 o 34593QUOTED PRICE \$5,000

VENDOR

NO. 2 o

QUOTED PRICE \$

VENDOR

NO. 3 o

QUOTED PRICE \$

☐ DESTINATION☐ FACTORY☐ SAME, FRT ALL'D☐ OTHER

DELIVERY

I hereby certify that the items requested  
are necessary for the operation of this  
department.

AUTHORIZED SIGNATURE

19-Jun-19

DATE

**CITY OF SAN LEANDRO**

835 E. 14TH STREET  
SAN LEANDRO, CA 94577  
(510) 577-3376

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DATE
6/21/2019

PO NUMBER
57856

**VENDOR:** 34593

DIRECT IMAGES INTERACTIVE, INC  
1933 DAVIS STREET, SUITE 308  
SAN LEANDRO, CA 94577

**BILL TO:** ACCOUNTS PAYABLE

FINANCE DEPARTMENT  
835 E. 14TH ST  
SAN LEANDRO, CA 94577

**FOB Point:**

Terms: Net 30 days

**Req. Del. Date:****Special Inst:****Req. No.:****Dept.:****Contact:** SCOTT KOLL**Confirming?** Yes

Quantity	Unit	Description	Unit Price	Ext. Price
		COMMUNITY BRIEFING VIDEO		5,000.00
		PROFESSIONAL SERVICES RELATED TO THE PRODUCTION OF A COMMUNITY BRIEFING VIDEO RELATED TO AN OFFICER-INVOLVED SHOOTING.		
		PROJECT MANAGER: SCOTT KOLL		
		THIS CONFIRMS AN AUTHORIZED PURCHASE ORDER NUMBER PREVIOUSLY ISSUED. ALL CITY TERMS AND CONDITIONS GOVERN THIS TRANSACTION.		

**SHIP TO:** CITY OF SAN LEANDRO  
835 E 14TH ST  
SAN LEANDRO, CA 94577

<b>SUBTOTAL</b>	5,000.00
<b>TAX</b>	0.00
<b>FREIGHT</b>	0.00
<b>TOTAL</b>	5,000.00

Account Number	Amount	Account Number	Amount
E 010-21-002-5120	5,000.00		

ACCOUNTS PAYABLE COPY

*Julie A. Jenkins*

## IMPORTANT NOTICE TO VENDOR

- 1) This purchase order shall constitute the agreement. Changes or additional terms proposed by the seller in accepting or acknowledging this order shall not be binding unless accepted by a change order in writing by the buyer and neither buyer's lack of objections to said terms nor the acceptance of goods shipped pursuant hereto shall constitute or be deemed an agreement by the buyer to any of said terms.
- 2) Invoices shall not combine charges for material from more than one purchase order.
- 3) The seller shall hold the City of San Leandro, its officers, agents and employees, harmless from liability of any nature or kind on account of use of any copyrighted or uncopyrighted composition, secret process, patented or unpatented invention, articles or appliance furnished or used under this order.
- 4) No charges for transportation, containers or packing will be allowed unless so specified in this order.
- 5) Prepaid, freight charges shall be added to invoice on shipments sold F.O.B. point of origin. Do not ship freight collect.
- 6) Billing terms/cash discount, if any will be computed from date of complete delivery of order or date of receipt of invoice, whichever is later.
- 7) All material delivered and services rendered shall comply with City of San Leandro codes, the State of California Occupational Safety and Health Act of 1973, all applicable amendments thereof, occupational safety and health standards and safety orders of the Occupational Safety and Health Standards Board. To the fullest extent legally required and applicable, Contractor shall have an Injury and Illness Prevention Program (IIPP) that conforms to all applicable federal, state and local laws, and shall provide a copy of its current version to the City upon request.
- 8) For supplies and materials which require installation or other labor or services and not under formal contract, the seller hereby acknowledges and agrees with the City that in performing any labor or services required to conform to this purchase order, the seller acts as an independent contractor and not an employee or agent of the City; and that, further, as such seller and independent contractor he indemnifies against and saves harmless the City from any and all claims for damages arising out of the performance of such labor and services and the performance of the requirements hereof.
- 9) This order is not assignable without consent of the Purchasing Agent.
- 10) The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, physical handicap, sex, or national origin. The contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, physical handicap, sex, or national origin. Such action shall include, but not be limited to the following: Employment, upgrading, demotion, or transfer, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including, apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of this nondiscrimination clause.
- 11) The contractor will, in all solicitations and advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to race, color religion, physical handicap, sex, or national origin.

Accepted by Vendor \_\_\_\_\_





## IMPORTANT NOTICE TO VENDOR

- 1) This purchase order shall constitute the agreement. Changes or additional terms proposed by the seller in accepting or acknowledging this order shall not be binding unless accepted by a change order in writing by the buyer and neither buyer's lack of objections to said terms nor the acceptance of goods shipped pursuant hereto shall constitute or be deemed an agreement by the buyer to any of said terms.
- 2) Invoices shall not combine charges for material from more than one purchase order.
- 3) The seller shall hold the City of San Leandro, its officers, agents and employees, harmless from liability of any nature or kind on account of use of any copyrighted or uncopyrighted composition, secret process, patented or unpatented invention, articles or appliance furnished or used under this order.
- 4) No charges for transportation, containers or packing will be allowed unless so specified in this order.
- 5) Prepaid, freight charges shall be added to invoice on shipments sold F.O.B. point of origin. Do not ship freight collect.
- 6) Billing terms/cash discount, if any will be computed from date of complete delivery of order or date of receipt of invoice, whichever is later.
- 7) All material delivered and services rendered shall comply with City of San Leandro codes, the State of California Occupational Safety and Health Act of 1973, all applicable amendments thereof, occupational safety and health standards and safety orders of the Occupational Safety and Health Standards Board. To the fullest extent legally required and applicable, Contractor shall have an Injury and Illness Prevention Program (IIPP) that conforms to all applicable federal, state and local laws, and shall provide a copy of its current version to the City upon request.
- 8) For supplies and materials which require installation or other labor or services and not under formal contract, the seller hereby acknowledges and agrees with the City that in performing any labor or services required to conform to this purchase order, the seller acts as an independent contractor and not an employee or agent of the City; and that, further, as such seller and independent contractor he indemnifies against and saves harmless the City from any and all claims for damages arising out of the performance of such labor and services and the performance of the requirements hereof.
- 9) This order is not assignable without consent of the Purchasing Agent.
- 10) The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, physical handicap, sex, or national origin. The contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, physical handicap, sex, or national origin. Such action shall include, but not be limited to the following: Employment, upgrading, demotion, or transfer, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including, apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of this nondiscrimination clause.
- 11) The contractor will, in all solicitations and advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to race, color religion, physical handicap, sex, or national origin.

Accepted by Vendor \_\_\_\_\_



DIRECT IMAGES INTERACTIVE, INC  
1933 Davis Street, Suite 308  
San Leandro, CA 94577  
(510) 613-8299

Invoice 4007

BILL TO

San Leandro Police Dept.  
901 E. 14th Street  
San Leandro, CA 94577

DATE  
06/17/2019

PLEASE PAY  
\$1,700.00

DUE DATE  
06/19/2019

DESCRIPTION

Video Production Services: Community Briefing Video  
Installment one

AMOUNT

1,700.00

Thank you for your business.

TOTAL DUE

\$1,700.00

THANK YOU.





DIRECT IMAGES INTERACTIVE, INC  
1933 Davis Street, Suite 308  
San Leandro, CA 94577  
(510) 613-8299

Invoice 4010

BILL TO

San Leandro Police Dept.  
901 E. 14th Street  
San Leandro, CA 94577

DATE  
06/27/2019



DUE DATE  
07/01/2019

P.O. NUMBER

57856

DESCRIPTION

Video Production Services: Community Briefing Video  
Installment two  
Additional motion graphics work approved by Captain Knox

AMOUNT

1,700.00

500.00

Thank you for your business.

TOTAL DUE

\$2,200.00

THANK YOU

CITY OF SAN LEANDRO, CA 94577

ACCOUNTS PAYABLE CHECK

NO. 258701

INVOICE NUMBER	DATE	P.O. NUMBER	DESCRIPTION	DISCOUNT	AMOUNT
4007/4010	06/21/2019	57856	COMMUNITY BRIEFING VIDEO ~	0.00	3,900.00
					3,900.00

PLEASE DETACH BEFORE DEPOSITING

THIS DOCUMENT CONTAINS A TRUE WATERMARK - HOLD TO LIGHT TO VIEW



## CITY OF SAN LEANDRO

835 E. 14TH STREET  
 SAN LEANDRO, CA 94577  
 (510) 577-3376

SAN LEANDRO BRANCH  
 WELLS FARGO BANK, N.A.  
 SAN LEANDRO, CA 94577

11-24  
1210

VENDOR NUMBER	DATE	CHECK NUMBER	CHECK AMOUNT
34593	07/17/2019	258701	3,900.00

PAY Three Thousand Nine Hundred Dollars and No Cents

VOIDED AFTER 180 DAYS

TO THE ORDER OF  
 DIRECT IMAGES INTERACTIVE, INC  
 1933 DAVIS STREET, SUITE 308  
 SAN LEANDRO, CA 94577

*[Signature]*  
 City Manager  
*[Signature]*  
 Finance Director

⑈0258701⑈ ⑆121042882⑆ 41210676340⑈

**From:** Bill Knowland  
**To:** Knox, Jamie  
**Subject:** Re: San Leandro Police - Community Briefing Video  
**Date:** Thursday, June 13, 2019 4:41:01 PM  
**Attachments:** image005.png  
image006.png  
image007.png

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Wednesday it is.- revising now it will be arriving momentarily.

Bill

Bill Knowland : Executive Producer



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**From:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Date:** Thursday, June 13, 2019 at 4:29 PM  
**To:** Bill Knowland <[REDACTED]@[REDACTED]>  
**Subject:** RE: San Leandro Police - Community Briefing Video

Hi Bill. Can you change the recording date to Wednesday instead of Thursday? I thought that is what worked for us all. As soon as you can revise, I'll get it to legal and let you know if it's a green light.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto:[REDACTED]@[REDACTED]]  
**Sent:** Thursday, June 13, 2019 4:24 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Re: San Leandro Police - Community Briefing Video

Hi Jamie,

Attached is the proposal. Please let me know if you have any questions or concerns. When will you be making a decision re the proposal green light?

Bill

Bill Knowland : Executive Producer

[REDACTED]  
[REDACTED]

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**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Date:** Thursday, June 13, 2019 at 3:43 PM

**To:** Bill Knowland <[REDACTED]@[REDACTED]>

**Subject:** RE: San Leandro Police - Community Briefing Video

In this case, yes that will be fine. I think getting this first one done will help us all expedite any future work. Most of the time, we'd like to release something like this within a week of it happening. June 28<sup>th</sup> is acceptable in this case. Thank you Bill.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [[mailto:\[REDACTED\]@\[REDACTED\]](mailto:[REDACTED]@[REDACTED])]

**Sent:** Thursday, June 13, 2019 3:39 PM

**To:** Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Subject:** Re: San Leandro Police - Community Briefing Video

Just about done with the proposal.

Is June 28 acceptable as the delivery date for the final version of the video?

I was thinking draft 1 could be delivered on June 26.

Bill

Bill Knowland : Executive Producer

[REDACTED]  
[REDACTED]

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**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Date:** Thursday, June 13, 2019 at 2:41 PM

**To:** Bill Knowland <[REDACTED]@[REDACTED]>

**Subject:** RE: San Leandro Police - Community Briefing Video

Just our simple graphic with a transition. A lens flare is easy enough to add, so I might play around with that and just export a generic opening for you to attach. I use Apple Motion, so that's fairly straightforward. Just plan on a simple graphic with a cross dissolve transition to the Chief's opening message.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [[mailto:\[REDACTED\]@\[REDACTED\]](mailto:[REDACTED]@[REDACTED])]

**Sent:** Thursday, June 13, 2019 1:02 PM

**To:** Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Subject:** Re: San Leandro Police - Community Briefing Video

Hi Jamie,

Do you have a standard opening animation file already prepared?

The LAPD sample video had a motion graphic animation of their badge with a lens flare.

What did you have in mind for the opening and close?

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@[REDACTED]

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---

**From:** Bill Knowland <[REDACTED]@[REDACTED]>

**Date:** Wednesday, June 12, 2019 at 3:43 PM

**To:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Subject:** Re: San Leandro Police - Community Briefing Video

Hi Jamie.

I have reviewed the video.

I will see you tomorrow to further review the scope of work at 10:30am at the San Leandro Police Department, 901 E. 14th Street.

Bill

**Bill Knowland** : Executive Producer



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**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Date:** Wednesday, June 12, 2019 at 2:38 PM

**To:** Bill Knowland <@

**Subject:** San Leandro Police - Community Briefing Video

Hi Bill. Thank you for speaking with me on telephone. Here is an example of what we are thinking of producing. I look forward to meeting with you tomorrow.

<https://www.youtube.com/watch?v=bl4qB66UY10>

Best regards,

Jamie Knox

Captain - Bureau of Services

San Leandro Police Department

901 E. 14th Street

San Leandro, CA. 94577

(510) 577-3202

[jknox@sanleandro.org](mailto:jknox@sanleandro.org)

[www.sanleandro.org](http://www.sanleandro.org)



**From:** Bill Knowland  
**To:** Knox, Jamie  
**Subject:** Re: Meeting Time - Pre-production  
**Date:** Monday, June 17, 2019 10:23:10 AM  
**Attachments:** [image002.png](#)  
[image003.png](#)  
[image004.png](#)

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Sure.

I just sent a Calendar invite.

Bill

**Bill Knowland** : Executive Producer



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---

**From:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Date:** Monday, June 17, 2019 at 10:00 AM  
**To:** Bill Knowland <[REDACTED]@[REDACTED]>  
**Subject:** Meeting Time - Pre-production

Hi Bill. Can we start at 1:30 PM tomorrow as opposed to 11:00 AM? Our PIO is not available at that time.

Thank you,

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department

901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202  
[jknox@sanleandro.org](mailto:jknox@sanleandro.org)  
[www.sanleandro.org](http://www.sanleandro.org)





**From:** [Bill Knowland](#)  
**To:** [Knox, Jamie](#)  
**Subject:** Re: Axon time off  
**Date:** Friday, June 21, 2019 9:09:00 AM

---

Got it. Thanks for the updated instructions.

Bill

Sent from my iPhone

On Jun 20, 2019, at 7:27 PM, Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)> wrote:

No other agency addresses the time discrepancy, so we will not address it either.  
So, please disregard addressing the time difference depicted on the body camera footage. Thanks Bill.

Sent from my iPhone

Begin forwarded message:

**From:** "Molettieri, Joseph" <[JMolettieri@sanleandro.org](mailto:JMolettieri@sanleandro.org)>  
**Date:** June 20, 2019 at 11:44:02 AM PDT  
**To:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Subject:** Axon time off

Jamie,

The time is 6 hours ahead because they go off of Greenwich Mean Time

Joe

Lt. Joe Molettieri #265  
Professional Standards & Training Unit  
San Leandro Police Dept.  
901 E. 14th Street  
San Leandro, CA. 94577  
(510)577-3226  
[jmolettieri@sanleandro.org](mailto:jmolettieri@sanleandro.org)  
[www.sanleandro.org](http://www.sanleandro.org)  
Connect with us: [Facebook](#) | [Website](#) | [Nixle](#)

From: Bill Knowland  
To: Eric Knox  
Subject: Re: Bill Knowland shared "SLPD\_Critical\_Briefing\_v1.mp4" with you  
Date: Sunday, June 22, 2019 8:19:11 AM

Thanks for making sure we saw this. It means a lot to know our efforts are appreciated.

Bill

Bill Knowland - Executive Producer



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An Intimate Marketing Agency  
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[www.directimages.com](http://www.directimages.com)

From: "Knox, Jamie" <JKnox@sanleandro.org>  
Date: Saturday, June 22, 2019 at 8:22 AM  
To: Bill Knowland <[REDACTED]>  
Subject: Re: Bill Knowland shared "SLPD\_Critical\_Briefing\_v1.mp4" with you

(This was supposed to go out last night—it didn't send for some reason.)

Wow! You guys are fast! The rough cut looks great. I have a few thoughts on where things are out etc. We can meet on Monday and discuss. Great job so far—thank you!

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
501 E. 14th Street  
San Leandro, CA 94577  
(510) 577-3202



On Jun 21, 2019, at 6:10 PM, Bill Knowland (via Dropbox) <[billknowland@dropbox.com](mailto:billknowland@dropbox.com)> wrote:

12

Hi there,

Bill Knowland <[REDACTED]> invited you to view the file  
[REDACTED] on Dropbox.

[View file](#)

Enjoy!  
The Dropbox team

[Report to Dropbox](#)

© 2019 Dropbox

**From:** Bill Knowland  
**To:** Knox, Jamie  
**Subject:** Re: video preview available  
**Date:** Saturday, June 22, 2019 8:31:08 AM

---

Hi Jamie,

Glad things are working out. We will proceed with the expanded work on Monday.

Yes, please refer and suggest us, that would be awesome. We have had a drop in revenue as some of our high tech clients have been scaling back, so we could use the work.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@[REDACTED]

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**From:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Date:** Friday, June 21, 2019 at 7:04 PM  
**To:** Bill Knowland <[REDACTED]@[REDACTED]>  
**Subject:** Re: video preview available

Bill, one more thing... many agencies will ask us who produced this. I have full intention of referring people to you as long as that's OK. I think this will be just as good, if not better, than LAPD's stuff. I'm very happy with the product so far.

Sent from my iPhone

On Jun 21, 2019, at 6:46 PM, Bill Knowland <[REDACTED]@[REDACTED]> wrote:

Hi Jamie,

I just sent you an invite to a Google drive where I have two documents:

*Asset / Source file audit*

which identifies and tracks the assets we are working with  
and

*Community Briefing Video Script*

which shows the running time of the video as well as audio / visual reference

Also, I have just shared with you access to a Drop Box folder where we have an in

progress video preview for you.

**\*\*Please let me know if you received access to the Google directory and the Drop box directory.**

The lower thirds are off a little too quickly, so we plan to hold those an extra second each. We are approx half way through. We still need to add more on-screen transcriptions, add in the Axon B-roll I shot and finesse some of the edits. In addition, if approved, we can emulate the slow motion clip, circle animation on map and machete, masking / blurring as well.

You can retrieve it from a Drop box directory I have set up for you. Normally we would encode the video preview at a lower resolution, but I wanted you to see the full quality. Please be aware that even though the file is compressed, it is still quite large if you download it (1.1 GB).

For review, you can leave time coded reference notes right in Drop box when watching the video. For editing out large swaths of copy, bring up the *Community Briefing Video Script* and put your edit notes as suggestions on the Google doc where you can denote which areas to cut down if we have too much of the Axon footage for example. In the upper right hand area, click the pencil and change from Editing to *Suggesting* so that we can track the edits.

For emulating the slow motion clip, circle animation on map and machete, masking / blurring, the cost would be an extra \$500. This would bring the total cost of the project to \$3,900. Let me know if you would like to approve us to proceed with this.

Bill

**Bill Knowland : Executive Producer**



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**From:** Bill Knowland  
**To:** Koll, Scott  
**Subject:** NDA  
**Date:** Tuesday, June 25, 2019 4:23:38 PM  
**Attachments:** [REDACTED]

---

Hi Scott,

Attached, please find the signed NDA.

Bill

**Bill Knowland : Executive Producer**

[REDACTED]  
[REDACTED]@[REDACTED]

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On 6/25/19, 10:46 AM, "Koll, Scott" <SKoll@sanleandro.org> wrote:

Good morning, Bill--

Here is the NDA for you to sign.

Thanks,

Scott

-----Original Message-----

**From:** Bill Knowland [mailto:[REDACTED]@[REDACTED]]  
**Sent:** Monday, June 24, 2019 4:14 PM  
**To:** Koll, Scott <SKoll@sanleandro.org>  
**Cc:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Re: Purchase Order 57856 - Community Briefing Video

Hi,

I have received the PO. Thanks Scott.

Capt. Knox requested that I sign an NDA. Can you please send it over to me and I will sign it and get it back to you.

Thanks,

Bill

Bill Knowland : Executive Producer

[REDACTED]  
[REDACTED]@[REDACTED].[REDACTED]

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On 6/24/19, 8:48 AM, "Koll, Scott" <SKoll@sanleandro.org> wrote:

Good morning, Bill--

We have issued the attached purchase order that I will utilize to pay Direct Images for this video. I will request your first payment from this PO today. I set a "not to exceed" value of \$5,000 to ensure we had flexibility for any last minute changes Capt. Knox would need. You will receive a physical copy in the mail, but I wanted to let you know how the payment processing will work here forward.

Have a great day,

Scott Koll

Business Manager

City of San Leandro, Finance Department

835 E. 14th Street

San Leandro, CA 94577

Office: 510-577-3293

**From:** Knox, Jamie  
**To:** Koll, Scott  
**Subject:** FW: San Leandro Police - Community Briefing Video revised proposal  
**Date:** Thursday, June 13, 2019 5:28:16 PM  
**Attachments:** [image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[SLPD-DIT\\_20190613-video.pdf](#)

---

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED]]  
**Sent:** Thursday, June 13, 2019 4:49 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** San Leandro Police - Community Briefing Video revised proposal

Try this on for size. Please verify receipt.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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we make you look good  
[www.directimages.com](http://www.directimages.com)

---

**From:** Bill Knowland < [REDACTED]@ [REDACTED] >  
**Date:** Thursday, June 13, 2019 at 4:40 PM  
**To:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Subject:** Re: San Leandro Police - Community Briefing Video

Wednesday it is.- revising now it will be arriving momentarily.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]



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[www.directimages.com](http://www.directimages.com)

---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Date:** Thursday, June 13, 2019 at 4:29 PM  
**To:** Bill Knowland <[REDACTED]@[REDACTED]>  
**Subject:** RE: San Leandro Police - Community Briefing Video

Hi Bill. Can you change the recording date to Wednesday instead of Thursday? I thought that is what worked for us all. As soon as you can revise, I'll get it to legal and let you know if it's a green light.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [[mailto:\[REDACTED\]@\[REDACTED\]](mailto:[REDACTED]@[REDACTED])]  
**Sent:** Thursday, June 13, 2019 4:24 PM  
**To:** Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Subject:** Re: San Leandro Police - Community Briefing Video

Hi Jamie,

Attached is the proposal. Please let me know if you have any questions or concerns. When will you be making a decision re the proposal green light?

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@[REDACTED]

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---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Date:** Thursday, June 13, 2019 at 3:43 PM  
**To:** Bill Knowland <[REDACTED]@[REDACTED]>  
**Subject:** RE: San Leandro Police - Community Briefing Video

In this case, yes that will be fine. I think getting this first one done will help us all expedite any future work. Most of the time, we'd like to release something like this within a week of it happening. June 28<sup>th</sup> is acceptable in this case. Thank you Bill.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED] ]  
**Sent:** Thursday, June 13, 2019 3:39 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Re: San Leandro Police - Community Briefing Video

Just about done with the proposal.

Is June 28 acceptable as the delivery date for the final version of the video?

I was thinking draft 1 could be delivered on June 26.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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[www.directimages.com](http://www.directimages.com)

---

**From:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Date:** Thursday, June 13, 2019 at 2:41 PM  
**To:** Bill Knowland < [REDACTED]@ [REDACTED] >  
**Subject:** RE: San Leandro Police - Community Briefing Video

Just our simple graphic with a transition. A lens flare is easy enough to add, so I might play around with that and just export a generic opening for you to attach. I use Apple Motion, so that's fairly straightforward. Just plan on a simple graphic with a cross dissolve transition to the Chief's opening message.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street

San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED]]  
**Sent:** Thursday, June 13, 2019 1:02 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Re: San Leandro Police - Community Briefing Video

Hi Jamie,

Do you have a standard opening animation file already prepared?

The LAPD sample video had a motion graphic animation of their badge with a lens flare.

What did you have in mind for the opening and close?

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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---

**From:** Bill Knowland < [REDACTED]@ [REDACTED] >  
**Date:** Wednesday, June 12, 2019 at 3:43 PM  
**To:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Subject:** Re: San Leandro Police - Community Briefing Video

Hi Jamie.

I have reviewed the video.

I will see you tomorrow to further review the scope of work at 10:30am at the San Leandro Police Department, 901 E. 14th Street.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Date:** Wednesday, June 12, 2019 at 2:38 PM

**To:** Bill Knowland <[REDACTED]@[REDACTED]>

**Subject:** San Leandro Police - Community Briefing Video

Hi Bill. Thank you for speaking with me on telephone. Here is an example of what we are thinking of producing. I look forward to meeting with you tomorrow.

<https://www.youtube.com/watch?v=bl4qB66UY10>

Best regards,

Jamie Knox

Captain - Bureau of Services

San Leandro Police Department

901 E. 14th Street

San Leandro, CA. 94577

(510) 577-3202

[jknox@sanleandro.org](mailto:jknox@sanleandro.org)

[www.sanleandro.org](http://www.sanleandro.org)



# San Leandro Police Department

## COMMUNITY BRIEFING VIDEO

June 13, 2019

Submitted to:

Jamie Knox  
Captain – Bureau of Services  
San Leandro Police Department  
901 E. 14<sup>th</sup> Street  
San Leandro, CA 94577  
[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)  
510.577.3202

Submitted by:

Bill Knowland  
Executive Producer  
Direct Images Interactive, Inc.  
1933 Davis Street, Suite 308  
San Leandro, CA 94577  
[bill@directimages.com](mailto:bill@directimages.com)  
510.613.8299

## Overview

The San Leandro Police Department (SLPD) is hiring Direct Images Interactive, Inc (DII) to create a 10 – 15 minute video for a community briefing.

## Scope of Work

### Technical specifications

The source video will be shot in HD at the resolution of 1920x1080. One Canon 5D Mark III camera, tripod, teleprompter and 1 person crew will be used by DII for the recording. Professional audio will be recorded via a lavalier microphone. The deliverable will be an mp4 file.

### Pre-production

SLPD will determine what images, charts or graphics will be shown for the finished video. SLPD will supply graphic assets along with title text, lower thirds text and transcriptions and any other on-screen text to DII by or before June 18, 2019. DII will format the scripts for the teleprompter by or before June 19, 2019.

### Production

Video will be recorded on location at the  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
on Wednesday, June 19, 2019

DII will arrive for the session at 8:30am. Loading in gear and initial set up will be approximately one to 1.5 hours, with video recording commencing shortly after 9:30am. Video recording will be completed prior to noon. Equipment strike and load out will take less than an hour.

### Post-production

DII will import into Adobe Premiere the video and audio elements recorded by DII on June 19, as well as the other source assets supplied by SLPD. Video editing services will be performed by DII including the addition of text transitions and motion graphics. Draft 1 will be completed by June 26. There can be up to two rounds of revisions. The final version of the video will be delivered June 28.

## Pricing / Payment Terms

The price for this video as described herein is \$3,400

Payment will be made in two installments:

\$1,700 will be due June 19, 2019

The balance of \$1,700 will be due July 1, 2019



## Content Legality

SLPD will be responsible to submit all content and the final video for legal review. SLPD indemnifies DII and agrees to hold DII harmless for any losses, claims, damages, and liabilities which may arise from the use of the work, including but not limited to any and all instances of inclusion or omission.

## Modifications / Additional Production Requests

If additional work beyond the scope of the project as outlined in this proposal is requested by SLPD, such as additional time, editing services, animation, such work will impact the schedule and budget.

Accepted and agreed on behalf of San Leandro Police Department

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Name:

Accepted and agreed on behalf of Direct Images Interactive

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Name:



Direct Images Interactive  
is an inbound marketing agency  
specializing in high-impact video production  
and online graphic design.

**we make you look good.**



**DIRECT IMAGES INTERACTIVE**

*An Inbound Marketing Agency*

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**From:** [Knox, Jamie](#)  
**To:** [Bill Knowland](#)  
**Cc:** [Koll, Scott](#)  
**Subject:** Scott Koll's Email  
**Date:** Tuesday, June 18, 2019 3:52:48 PM  
**Attachments:** [image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)

---

Hi Bill. I'm copying Scott Koll, our Police Business Manager, so you have his email address. He will be working with you to shore up any paperwork needs on both sides. Thanks again.

Sincerely,

Jamie Knox

Captain - Bureau of Services

San Leandro Police Department

901 E. 14th Street

San Leandro, CA. 94577

(510) 577-3202

[jknox@sanleandro.org](mailto:jknox@sanleandro.org)

[www.sanleandro.org](http://www.sanleandro.org)

**From:** [Knox, Jamie](#)  
**To:** [Bill Knowland](#)  
**Subject:** Benabou Script  
**Date:** Wednesday, June 19, 2019 9:10:00 AM  
**Attachments:** [Benabou OIS Script Teleprompter Final.docx](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)

---

Here is the final script. Thanks.

Jamie Knox

Captain - Bureau of Services

San Leandro Police Department

901 E. 14th Street

San Leandro, CA. 94577

(510) 577-3202

[jknox@sanleandro.org](mailto:jknox@sanleandro.org)

[www.sanleandro.org](http://www.sanleandro.org)

Hello

I am Lieutenant Isaac Benabou, Commander of the Criminal Investigation Division for the San Leandro Police Department

On June 11, 2019, at approximately 4:05 pm., the San Leandro Police Department received a 911 call of a man who was wielding a machete in the middle of the street in the 1900 Block of North Blvd.

\*\*\*\*\*

The caller knew the man as a neighbor and identified him by name, Anthony Gomez. The caller stated that Mr. Gomez appeared intoxicated and was threatening people with a machete. At one-point, the caller stated that he observed Mr. Gomez drop his pants and exposed his genitals to children in the neighborhood.

You will now hear excerpts of the initial 911 emergency call, and you will see cellphone video captured by a witness. Some of the voices have been changed to protect the identity of the witnesses:

\*\*\*\*\*

The information provided to officers while enroute to the scene was:

A male subject was wielding a machete

The subject exposed himself to children

The subject made threats to kill police officers and stated he would not go down without a fight

A 9-year veteran of the San Leandro Police Department was the first officer on scene at 4:11 pm, 6 minutes after the receipt of the initial 911 call. The first officer witnessed Mr. Gomez walking in the middle of the street, shirtless and still holding the machete as additional officers arrived on scene.

Officers, at times using a Public Address system, gave multiple commands to Mr. Gomez to stop and drop the machete.

You will now see Axon Body Camera video from the first officer on scene

\*\*\*\*\*

Mr. Gomez continued to walk away, eventually discarding the machete. Mr. Gomez then walked to the front porch of a home and stayed there even after officers ordered him to come to them.

There was an older woman sitting on the porch a short distance from Mr. Gomez. Officers were able to direct her off the porch while continuing to negotiate with Mr. Gomez. Officers discussed a plan to move closer to the house because they did not want Mr. Gomez to enter the home and potentially barricade himself, or barricade himself with others in the home. At the time, the officers did not know whether the house was or was not occupied.

You will now see the Body Camera Footage of the negotiation.

\*\*\*\*\*

One Officer was equipped with an FN 303, which is classified as a less lethal control device. An FN 303 is a shoulder fired less lethal launcher designed to fire non penetrating rounds that are specifically designed to break upon impact.

Another Officer is a K-9 trained officer, whose partner is a police dog, specifically trained to assist law enforcement. All other present officers were equipped with their departmental issued firearms and Axon Tasers. Additionally, SLPD officers receive critical incident and de-escalation training with the goal of resolving incidents peacefully using the least amount of force necessary. Every officer on this call activated their Body Worn Cameras per the San Leandro Police policy.

As the officers began moving, Mr. Gomez, abruptly stood up and with a dark object in his hand, extended his arms in a shooting stance and pointed that object directly toward the officers. Mr. Gomez then shouted a challenging comment "Let's go motherfuckers"

In a moment you'll see body worn camera footage. What you will see and hear in the video is one officer firing one shot, striking Mr. Gomez in the upper body and the K-9 being deployed. Mr. Gomez collapsed and the item he was holding, which turned out to be a 2 x 2 dark piece of wood measuring 6 inches long, fell from his hand to the ground. Officers approached Mr. Gomez and immediately began life-saving measures; however, despite all the efforts by law enforcement and paramedics, he was ultimately pronounced dead at the scene.

\*\*\*\*\*

Per San Leandro Policy, officers involved in this incident were removed from the scene and replaced by detectives and other uninvolved personnel. Investigators from the Alameda County District Attorney's Office also arrived on scene which is routine for any officer involved shooting.

\*\*\*\*\*

Following our department's protocol, three separate investigations will occur as a result of this incident: These investigations will examine the criminal and administrative components of the case. In addition, the alameda county district attorney's office will conduct an independent investigation into the incident.

The investigations will evaluate the officer's tactics, and use of deadly force to determine if San Leandro Police Department policies and procedures were followed.

These investigations are ongoing because some facts and details are still unknown.

The San Leandro Police Department's policies are available online by visiting [www.sanleandro.org](http://www.sanleandro.org) and navigating to the police department's home page.



**From:** [Knox, Jamie](#)  
**To:** [Bill Knowland](#)  
**Subject:** Chief's Script  
**Date:** Wednesday, June 19, 2019 8:14:00 AM  
**Attachments:** [Chief OIS Script for Teleprompter.docx](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)

---

Please replace the previous script I sent with this one. Thank you!

Jamie Knox

Captain - Bureau of Services

San Leandro Police Department

901 E. 14th Street

San Leandro, CA. 94577

(510) 577-3202

[jknox@sanleandro.org](mailto:jknox@sanleandro.org)

[www.sanleandro.org](http://www.sanleandro.org)

Hello

I am Jeff Tudor, The Chief of Police for the San Leandro Police Department. We are about to provide you with information about an Officer Involved Shooting that occurred on June 11, 2019 at 4:17 pm in the City of San Leandro.

You are about to see relevant video footage and learn about other evidence and police procedures related to this case so you may have a better understanding of what occurred, based on what we know right now.

The San Leandro Police Department conducts very thorough Use of Force Investigations which typically require investigators to interview multiple witnesses, view numerous hours of video footage and analyze a significant amount of forensic evidence.

We're still at the initial stages of this investigation which could many months to complete and our understanding of the incident may change as additional evidence is collected, analyzed and reviewed.

We also do not draw any conclusions about whether the officers acted consistent with our policies and the law until all the facts are known and the investigation is complete.

A word of caution. The images and information you are about to see may be disturbing. When a police officer uses force to arrest a suspect or defend against an attack, it can be graphic and difficult to watch.

In addition there may be strong language used by those shown in the video. Viewer discretion is advised, especially for young children and sensitive viewers.

**From:** [Knox, Jamie](#)  
**To:** [Bill Knowland](#)  
**Subject:** Scripts for Teleprompter  
**Date:** Wednesday, June 19, 2019 7:59:00 AM  
**Attachments:** [Benabou OIS Script Teleprompter.docx](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[Chief OIS Script for Teleprompter.docx](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)

---

Hi Bill. Thanks for being patient. Here are the scripts:

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department

901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202  
[jknox@sanleandro.org](mailto:jknox@sanleandro.org)  
[www.sanleandro.org](http://www.sanleandro.org)

**From:** Knox, Jamie  
**To:** Bill Knowland  
**Subject:** Re: lower thirds  
**Date:** Thursday, June 20, 2019 6:39:13 PM

---

For Isaac's title, it should actually be Criminal Investigations Commander. The badge will show his rank.

Sent from my iPhone

On Jun 20, 2019, at 4:00 PM, Bill Knowland <[REDACTED]@[REDACTED]> wrote:

Using a similar format to the LAPD video, here is how two lines for the lower thirds currently reads. What do you think?

Issac Benabou, Lieutenant  
San Leandro Police Department

Jeff Tudor, Chief of Police  
San Leandro Police Department

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@[REDACTED]

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---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Date:** Thursday, June 20, 2019 at 3:49 PM

**To:** Bill Knowland <[REDACTED]@[REDACTED]>

**Subject:** RE: Running Late

**Resent-From:** Proofpoint Essentials <[do-not-reply@\[REDACTED\].com](mailto:do-not-reply@[REDACTED].com)>

**Resent-To:** Bill Knowland <[REDACTED]@[REDACTED]>

**Resent-Date:** Thursday, June 20, 2019 at 3:44 PM

Hi Bill. Here are the transcripts.

On the bodycam footage, please do not include the title of the person speaking (it will be too busy). Just mirror LAPD's style of the narration via subtitles.

The dispatch transcription should include the titles as noted on the word document however. If you have any questions—please do not hesitate to ask.

Thanks again.

Sincerely,



<!--[if !vml]--><!--[endif]-->Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED] [REDACTED]]  
**Sent:** Thursday, June 20, 2019 1:43 PM  
**To:** Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Subject:** Re: Running Late

No problemo. See you soon.

Sent from my iPhone

On Jun 20, 2019, at 1:31 PM, Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)> wrote:

Hi Bill. I'm running a little late. I'll be there in a bit.

<image002.jpg> Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department

901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

[jknox@sanleandro.org](mailto:jknox@sanleandro.org)

[www.sanleandro.org](http://www.sanleandro.org)

<image006.png> <image007.png> <image008.png>



**From:** Knox, Jamie  
**To:** Bill Knowland  
**Subject:** Re: video preview available  
**Date:** Friday, June 21, 2019 6:57:26 PM

---

Approved on the additional amount. Let's move forward. I will provide notes on the rough cut Monday. Thank you!

Sent from my iPhone

On Jun 21, 2019, at 6:46 PM, Bill Knowland <[REDACTED]@[REDACTED]> wrote:

Hi Jamie,

I just sent you an invite to a Google drive where I have two documents:

*Asset / Source file audit*

which identifies and tracks the assets we are working with  
and

*Community Briefing Video Script*

which shows the running time of the video as well as audio / visual reference

Also, I have just shared with you access to a Drop Box folder where we have an in progress video preview for you.

\*\*Please let me know if you received access to the Google directory and the Drop box directory.

The lower thirds are off a little too quickly, so we plan to hold those an extra second each. We are approx half way through. We still need to add more on-screen transcriptions, add in the Axon B-roll I shot and finesse some of the edits. In addition, if approved, we can emulate the slow motion clip, circle animation on map and machete, masking / blurring as well.

You can retrieve it from a Drop box directory I have set up for you. Normally we would encode the video preview at a lower resolution, but I wanted you to see the full quality. Please be aware that even though the file is compressed, it is still quite large if you download it (1.1 GB).

For review, you can leave time coded reference notes right in Drop box when watching the video. For editing out large swaths of copy, bring up the *Community Briefing Video Script* and put your edit notes as suggestions on the Google doc where you can denote which areas to cut down if we have too much of the Axon footage for example. In the upper right hand area, click the pencil and change from Editing to *Suggesting* so that we can track the edits.

For emulating the slow motion clip, circle animation on map and machete, masking /

blurring, the cost would be an extra \$500. This would bring the total cost of the project to \$3,900. Let me know if you would like to approve us to proceed with this.

Bill

**Bill Knowland** : Executive Producer



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we make you look good  
[www.directimages.com](http://www.directimages.com)

**From:** Knox, Jamie  
**To:** Bill Knowland  
**Subject:** Re: new video uploaded  
**Date:** Thursday, June 27, 2019 7:00:26 PM

---

Great—thank you Bill. I'll take a look at it later this evening. Thank you again for your efforts and the talent of you and your staff.

Sent from my iPhone

On Jun 27, 2019, at 5:11 PM, Bill Knowland <[REDACTED]@[REDACTED]> wrote:

Hi Jamie,

I just uploaded a new video which I believe should be the final one. Please let me know if we are signed-off or if anything else is needed.

Patrick is off tomorrow. If it turns out that we need to implement any other final revisions, we can do that on Monday.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@[REDACTED]

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---

**From:** "Knox, Jamie" <JKnox@sanleandro.org>

**Date:** Thursday, June 27, 2019 at 10:02 AM

**To:** Bill Knowland <[REDACTED]@[REDACTED]>

**Subject:** RE: clarification

Thank you Bill. As long as the address and mother are not recognizable, as discussed, in the final video, then use your best judgement. I don't have time this morning to go over every time detail as you mentioned, but please just use your best judgment for the final product.

We can leave the opening as is. I'll work on something myself for future projects to keep our costs reasonable. Thanks again for your collaboration on this.

Sincerely,

Jamie Knox

<!--[if !vml]--><image001.jpg><!--[endif]-->  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED] ]  
**Sent:** Thursday, June 27, 2019 9:56 AM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** clarification

Good morning Jamie,

We'll add another 1.5 seconds to the hold at 5:02.

Thanks for clarifying the budget too. We will honor \$3,900 as the ceiling, regardless of how long it takes us to do the in-scope work without over finessing it.

It would take us longer than a few minutes to do the opening flare animation, so I would like to suggest we stick with what you did for the opening of this video. I think it looks pretty good as is. Is that OK?

In terms of the redaction, here is what we are planning:

- Currently we have most of the mailbox covered – it still needs to be masked from 13:38-13:39 on the secondary officer's video.
- porch pole to be covered from 13:38 through 13:48 on the secondary officers video
- porch pole to be covered 13:56 – 14:04 on the primary officers video normal speed
- porch pole to be covered 14:08 – 14:16 primary officer slow motion

For the mother, what do you think of this timeframe for coverage? 10:47 – 10:57

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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**From:** "Knox, Jamie" <JKnox@sanleandro.org>

**Date:** Wednesday, June 26, 2019 at 7:29 PM

**To:** Bill Knowland <[REDACTED]@[REDACTED]>

**Subject:** Re: new video up

OK great.

At 5:04, where Mr. Gomez says, "It's a machete"—let's hold that as a freeze frame for just a little longer before the transition. It went by too fast to read.

Were you going to redact the address on the mailbox, his mother, and the house numbers on the porch pole, as discussed?

Everything looks great so far. Just wondering where we are at with the redaction.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

<image002.jpg>

On Jun 26, 2019, at 5:57 PM, Bill Knowland <[REDACTED]@[REDACTED]>  
wrote:

Just noticed the end got clipped off, so obviously we will make sure that is there for the final version.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@[REDACTED]

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---

**From:** Bill Knowland <[REDACTED]@[REDACTED]>

**Date:** Wednesday, June 26, 2019 at 5:53 PM

**To:** "Knox, Jamie" <JKnox@sanleandro.org>

**Subject:** new video up

Hi Jamie,

The latest render has been uploaded to the Drop Box.

At 5:02, we could hold this longer before resuming the video if you'd like.

At 14:08, the slow motion CU section where Gomez is shot could use some more finesse. We have found the tracking needs more manual adjustment than we were hoping. The current version is twice as slow -- I know you wanted it an additional 25% slower than this. Once we get the red circle where we want it, then we will apply the darkening mask outside of that. We may want to not zoom in quite as much, as that dramatizes the shakiness even more. We'd like to explore running stabilization on the video first then cropping in, then applying the circle, then the darkening mask.

We are sitting at 38 hours now.

We still have 12 hours left on the PO at this point. (Scott requested some padding there).

The revised opening would be 2 hours,  
to finesse the area at 14:08, we could use another 3 to 4 hours  
potentially,  
plus any other adjustments, edits needed

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Date:** Wednesday, June 26, 2019 at 3:40 PM

**To:** Bill Knowland <[REDACTED]@ [REDACTED]>

**Subject:** RE: Checking In

OK—thank you Bill!

<image001.jpg>Jamie Knox  
Captain - Bureau of Services



San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED] ]  
**Sent:** Wednesday, June 26, 2019 3:39 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Re: Checking In

Hi Jamie,

We plan to render out the latest video at around 5pm. As soon as it is done, I will upload to the Drop Box account.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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---

**From:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Date:** Wednesday, June 26, 2019 at 11:00 AM  
**To:** Bill Knowland < [REDACTED]@ [REDACTED] >  
**Subject:** RE: Checking In

Perfect—thank you Bill!

<image002.jpg> Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED] ]  
**Sent:** Wednesday, June 26, 2019 9:12 AM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Re: Checking In

Hi Jamie,

We are on track for delivery as scheduled of the first full version of the video today.

Thanks for letting me know about the cell phone video length. I'll be back in touch before 4pm.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Date:** Wednesday, June 26, 2019 at 8:31 AM

**To:** Bill Knowland <[REDACTED]@ [REDACTED]>

**Subject:** Checking In

Hi Bill. Just checking in to see how you guys are progressing. Let me know the status of the project and if you've run into any snags. One thing I realized last night (at about 4:00 AM) is that you cut the cell phone video short where he states that it's not a knife, but a machete. I would like that whole clip included in the final product.

Thank you,

<image003.jpg>Jamie Knox

Captain - Bureau of Services

San Leandro Police Department

901 E. 14th Street

San Leandro, CA. 94577

(510) 577-3202

[jknox@sanleandro.org](mailto:jknox@sanleandro.org)

[www.sanleandro.org](http://www.sanleandro.org)

<image004.png><image005.png><image006.png>

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attachments and links are scanned by our Advanced Threat Protection service, we still recommend you use caution when opening or clicking them. Unless you recognize the sender and have an expectation that the content is safe, it is best to ignore this email and report it to the Helpdesk. Sincerely, Your IT Team

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**From:** Knox, Jamie  
**To:** Bill Knowland  
**Subject:** FW: video sign-off status  
**Date:** Saturday, June 29, 2019 10:47:00 AM

---

In addition to corrections below, one more:

9:48 – TRANSCRIPT CORRECTION: SECONDARY OFFICER: Change from "UNLESS HE'S ARMED WITH SOMETHING ELSE, WE ... to "OBVIOUSLY HE MAY BE ARMED WITH SOMETHING ELSE THAT WE DON'T KNOW, BUT"

Thanks Bill.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Knox, Jamie  
**Sent:** Saturday, June 29, 2019 10:40 AM  
**To:** Bill Knowland <[REDACTED]@[REDACTED]>  
**Subject:** RE: video sign-off status

Hi Bill. Here are the changes that need to be made.

2:34 – REDACTED is still in green and should be red with brackets  
5:04 – Hold freeze frame for one second where it displays the dialogue of Mr. Gomez stating "it's a machete". As discussed previously, it cuts away too fast and you can't read it.  
5:20 – Long pause of Isaac—as discussed previously, please splice as with the other clips where he had a long pause.  
6:42 – TRANSCRIPT CORRECTION: PUBLIC ADDRESS – Change from "UNINTELLIGIBLE" to "STEP BACK OUT HERE"  
7:54 – TRANSCRIPT CORRECTION: Change "THR DOWN" to "THREW OVER".

I think it will be ready for me to send to the attorneys at that point. They may have some additional changes, but we will wait and see. Once you get the above corrections made and I review, we you can invoice us for a final product. If we need changes done after that from the attorneys, then we can pay you an hourly rate to make changes as appropriate. Let me know if that sounds good. Everything looks great and it's been a pleasure working with you.

Sincerely,

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street

San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED]]  
**Sent:** Friday, June 28, 2019 3:24 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** video sign-off status

Hi Jamie,

Have you had a chance to share the latest video with your associates? Are we signed off as the final version?

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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---

**From:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Date:** Thursday, June 27, 2019 at 7:00 PM  
**To:** Bill Knowland < [REDACTED]@ [REDACTED] [REDACTED]>  
**Subject:** Re: new video uploaded

Great—thank you Bill. I'll take a look at it later this evening. Thank you again for your efforts and the talent of you and your staff.

Sent from my iPhone

On Jun 27, 2019, at 5:11 PM, Bill Knowland < [REDACTED]@ [REDACTED] [REDACTED]> wrote:

Hi Jamie,

I just uploaded a new video which I believe should be the final one. Please let me know if we are signed-off or if anything else is needed.

Patrick is off tomorrow. If it turns out that we need to implement any other final revisions, we can do that on Monday.

Bill

Bill Knowland : Executive Producer



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---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Date:** Thursday, June 27, 2019 at 10:02 AM

**To:** Bill Knowland <@.com>

**Subject:** RE: clarification


Thank you Bill. As long as the address and mother are not recognizable, as discussed, in the final video, then use your best judgement. I don't have time this morning to go over every time detail as you mentioned, but please just use your best judgment for the final product.

We can leave the opening as is. I'll work on something myself for future projects to keep our costs reasonable. Thanks again for your collaboration on this.

Sincerely,

<image001.jpg> Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [<mailto:bill.knowland@directimages.com>] <@.com>

**Sent:** Thursday, June 27, 2019 9:56 AM

**To:** Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Subject:** clarification

Good morning Jamie,

We'll add another 1.5 seconds to the hold at 5:02.

Thanks for clarifying the budget too. We will honor \$3,900 as the ceiling, regardless of how long it takes us to do the in-scope work without over finessing it.

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In terms of the redaction, here is what we are planning:

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- porch pole to be covered from 13:38 through 13:48 on the secondary officers video
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For the mother, what do you think of this timeframe for coverage? 10:47 – 10:57

Bill

**Bill Knowland** : Executive Producer



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---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Date:** Wednesday, June 26, 2019 at 7:29 PM

**To:** Bill Knowland <>

**Subject:** Re: new video up

OK great.

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Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

<image002.jpg>

On Jun 26, 2019, at 5:57 PM, Bill Knowland <[REDACTED]@[REDACTED]>  
wrote:

Just noticed the end got clipped off, so obviously we will make sure that is there for the final version.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@[REDACTED]

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---

**From:** Bill Knowland <[REDACTED]@[REDACTED]>  
**Date:** Wednesday, June 26, 2019 at 5:53 PM  
**To:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Subject:** new video up

Hi Jamie,

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The revised opening would be 2 hours,

to finesse the area at 14:08, we could use another 3 to 4 hours  
potentially,  
plus any other adjustments, edits needed

Bill

**Bill Knowland** : Executive Producer



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---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Date:** Wednesday, June 26, 2019 at 3:40 PM

**To:** Bill Knowland <[\[REDACTED\]@\[REDACTED\]](mailto:[REDACTED]@[REDACTED])>

**Subject:** RE: Checking In

OK—thank you Bill!

<image001.jpg>Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [[mailto:\[REDACTED\]@\[REDACTED\]](mailto:[REDACTED]@[REDACTED])]

**Sent:** Wednesday, June 26, 2019 3:39 PM

**To:** Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>

**Subject:** Re: Checking In

Hi Jamie,

We plan to render out the latest video at around 5pm. As soon as it is  
done, I will upload to the Drop Box account.

Bill

**Bill Knowland** : Executive Producer



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---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Date:** Wednesday, June 26, 2019 at 11:00 AM  
**To:** Bill Knowland <[REDACTED]>  
**Subject:** RE: Checking In

Perfect—thank you Bill!

<image002.jpg> Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Wednesday, June 26, 2019 9:12 AM  
**To:** Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Subject:** Re: Checking In

Hi Jamie,

We are on track for delivery as scheduled of the first full version of the video today.

Thanks for letting me know about the cell phone video length. I'll be back in touch before 4pm.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]

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---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Date:** Wednesday, June 26, 2019 at 8:31 AM  
**To:** Bill Knowland <[REDACTED]>  
**Subject:** Checking In

Hi Bill. Just checking in to see how you guys are progressing. Let me know the status of the project and if you've run into any snags. One thing I realized last night (at about 4:00 AM) is that you cut the cell phone video short where he states that it's not a knife, but a machete. I would like that whole clip included in the final product.

Thank you,

<image003.jpg>Jamie Knox

Captain - Bureau of Services

San Leandro Police Department

901 E. 14th Street

San Leandro, CA. 94577

(510) 577-3202

[jknox@sanleandro.org](mailto:jknox@sanleandro.org)

[www.sanleandro.org](http://www.sanleandro.org)

<image004.png><image005.png><image006.png>

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**From:** Knox, Jamie  
**To:** Bill Knowland; Koll, Scott  
**Subject:** RE: Community Briefing video invoice(s) attached  
**Date:** Monday, July 01, 2019 3:42:45 PM

---

Thanks Bill.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED]]  
**Sent:** Monday, July 01, 2019 3:34 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>; Koll, Scott <SKoll@sanleandro.org>  
**Subject:** Community Briefing video invoice(s) attached

Hi Jamie and Scott,

Attached is our latest invoice for installment 2 the Community Briefing video (invoice 4010)

Also attached is the first invoice resent with the PO # on it (invoice 4007).

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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**From:** [Knox, Jamie](#)  
**To:** [Bill Knowland](#)  
**Subject:** RE: Final Version of Video  
**Date:** Monday, July 01, 2019 3:41:00 PM  
**Attachments:** [image008.png](#)  
[image009.png](#)  
[image010.png](#)

---

Thank you!

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED] ]  
**Sent:** Monday, July 01, 2019 3:23 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Re: Final Version of Video

Hi Jamie,

We are all set. V4 just finished uploading.

I will send the invoice under separate cover.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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---

**From:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Date:** Monday, July 1, 2019 at 3:14 PM  
**To:** Bill Knowland < [REDACTED]@ [REDACTED] >  
**Subject:** Final Version of Video

Hi Bill. Just checking in to see how you are progressing with the final video. Let me know if there are any issues and when you might possibly have the final version done. Thank you again.

Sincerely,

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department

901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202  
[jknox@sanleandro.org](mailto:jknox@sanleandro.org)  
[www.sanleandro.org](http://www.sanleandro.org)



**From:** Knox, Jamie  
**To:** Bill Knowland  
**Subject:** RE: Training Video  
**Date:** Monday, July 08, 2019 1:51:00 PM  
**Attachments:** image016.png  
image017.png  
image018.png

---

Not at this time. We have our hands full with a lot of other things at the moment. I'll let you know.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED]]  
**Sent:** Monday, July 08, 2019 1:38 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Training Video

Fantastic. It was great working with you.

I am very excited about doing the training video you had mentioned. Do you have a rough timeline and scope for the training video(s) or any other SLPD projects?

Bill

Bill Knowland : Executive Producer



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---

**From:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Date:** Monday, July 8, 2019 at 1:33 PM  
**To:** Bill Knowland < [REDACTED]@ [REDACTED]>  
**Subject:** RE: Sign-off and DropBox directory

Yes. We are signed off. Thank you. Everybody liked the final product.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED]]  
**Sent:** Monday, July 08, 2019 1:07 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Sign-off and DropBox directory

Hi Jamie,

Have you had a chance to share the latest video with your associates? Are we signed off with the latest version as the final version?

The Drop Box directory is scheduled for close out on July 15.

Bill

Bill Knowland : Executive Producer



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---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Date:** Tuesday, July 2, 2019 at 10:55 AM  
**To:** Bill Knowland <[REDACTED]>  
**Subject:** RE: Corrections made

Thank you. I'll review it in a moment and authorize your invoice payment. Thank you again for all of the hard work and your talent, and please extend my thanks to Patrick on a job well done as well.

Sincerely,

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [[mailto:\[REDACTED\]>](mailto:[REDACTED]>)]  
**Sent:** Tuesday, July 02, 2019 10:49 AM  
**To:** Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Subject:** Corrections made

Good morning Jamie,

The revisions have been made and the video has been uploaded to the Drop Box.

Bill

Bill Knowland : Executive Producer

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An Inbound Marketing Agency  
we make you look good  
[www.directimages.com](http://www.directimages.com)

---

**From:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Date:** Monday, July 1, 2019 at 4:25 PM  
**To:** Bill Knowland <[REDACTED]>  
**Subject:** RE: Corrections

Thank you Bill—much appreciated.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [[mailto:\[REDACTED\]>](mailto:[REDACTED]>)]  
**Sent:** Monday, July 01, 2019 4:19 PM  
**To:** Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Cc:** Benabou, Isaac <[IBenabou@sanleandro.org](mailto:IBenabou@sanleandro.org)>  
**Subject:** Re: Corrections

I see. OK – we will correct that and get another render out tomorrow.

Bill

Bill Knowland : Executive Producer



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---

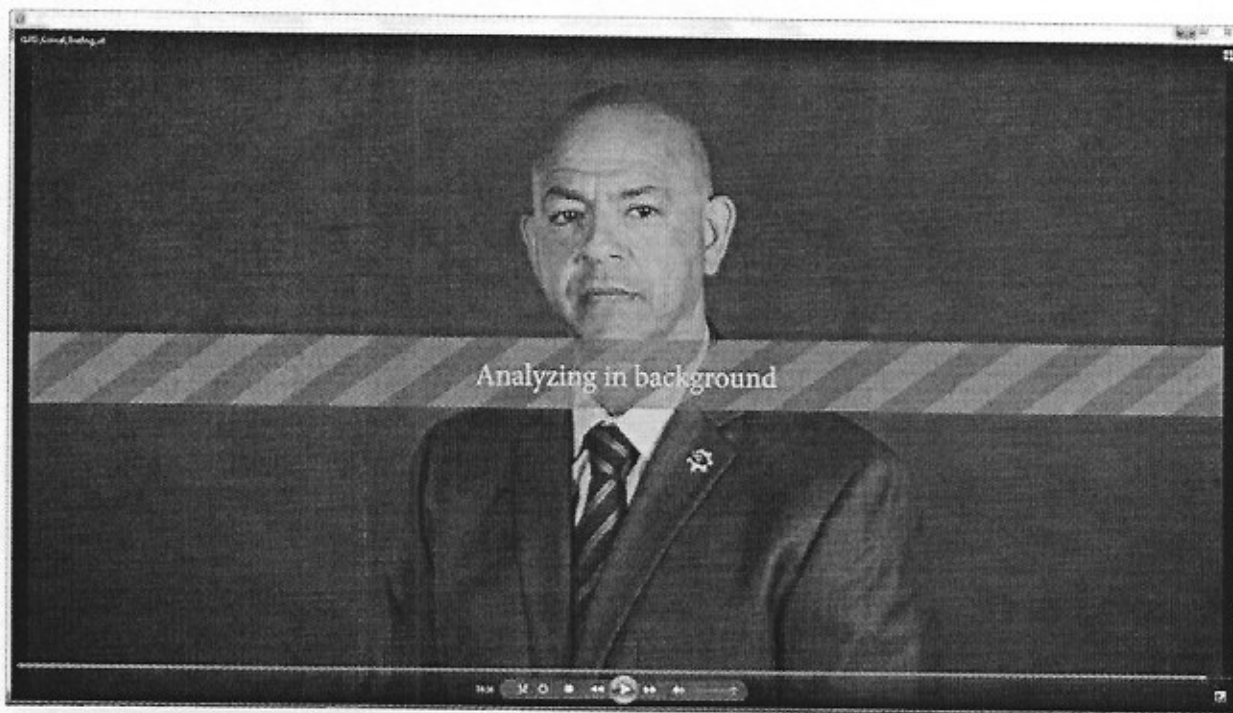
**From:** "Knox, Jamie" <[jknox@sanleandro.org](mailto:jknox@sanleandro.org)>  
**Date:** Monday, July 1, 2019 at 4:14 PM  
**To:** Bill Knowland <[bill.knowland@sanleandro.org](mailto:bill.knowland@sanleandro.org)>  
**Cc:** "Benabou, Isaac" <[Benabou@sanleandro.org](mailto:Benabou@sanleandro.org)>  
**Subject:** Corrections

Hi Bill. There is an anomaly at 14:58-14:49. Also, I know you guys cut and pasted what I had sent, but Isaac's name is spelled incorrectly. I think that's my fault. Can we change the lower thirds to reflect his correct spelling? Surprised I didn't catch that before!

Isaac Benabou

Thank you,

Jamie



Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department

901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202  
[jknox@sanleandro.org](mailto:jknox@sanleandro.org)  
[www.sanleandro.org](http://www.sanleandro.org)



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**From:** Knox, Jamie  
**To:** Bill Knowland  
**Subject:** RE: DropBox directory to disconnect on July 15  
**Date:** Wednesday, July 10, 2019 10:45:00 AM  
**Attachments:** image016.png  
image017.png  
image018.png

---

I've got it—thank you!

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED]]  
**Sent:** Wednesday, July 10, 2019 10:17 AM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** DropBox directory to disconnect on July 15

Hi Jamie,

This is a reminder that we will be disconnecting the Drop Box on July 15, so if you haven't already downloaded the final mp4, please do so this week.

Thanks,

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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[www.directimages.com](http://www.directimages.com)

---

**From:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Date:** Monday, July 8, 2019 at 1:33 PM  
**To:** Bill Knowland < [REDACTED]@ [REDACTED] >  
**Subject:** RE: Sign-off and DropBox directory

Yes. We are signed off. Thank you. Everybody liked the final product.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED]]  
**Sent:** Monday, July 08, 2019 1:07 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Sign-off and DropBox directory

Hi Jamie,

Have you had a chance to share the latest video with your associates? Are we signed off with the latest version as the final version?

The Drop Box directory is scheduled for close out on July 15.

Bill

**Bill Knowland** : Executive Producer



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---

**From:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Date:** Tuesday, July 2, 2019 at 10:55 AM  
**To:** Bill Knowland <[REDACTED]>  
**Subject:** RE: Corrections made

Thank you. I'll review it in a moment and authorize your invoice payment. Thank you again for all of the hard work and your talent, and please extend my thanks to Patrick on a job well done as well.

Sincerely,

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto:[REDACTED]]  
**Sent:** Tuesday, July 02, 2019 10:49 AM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Corrections made

Good morning Jamie,

The revisions have been made and the video has been uploaded to the Drop Box.

Bill

Bill Knowland : Executive Producer



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---

**From:** "Knox, Jamie" <JKnox@sanleandro.org>  
**Date:** Monday, July 1, 2019 at 4:25 PM  
**To:** Bill Knowland <[REDACTED]>  
**Subject:** RE: Corrections

Thank you Bill—much appreciated.

Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department  
901 E. 14th Street  
San Leandro, CA. 94577  
(510) 577-3202

---

**From:** Bill Knowland [mailto:[REDACTED]]  
**Sent:** Monday, July 01, 2019 4:19 PM  
**To:** Knox, Jamie <JKnox@sanleandro.org>  
**Cc:** Benabou, Isaac <IBenabou@sanleandro.org>  
**Subject:** Re: Corrections

I see. OK – we will correct that and get another render out tomorrow.

Bill

Bill Knowland : Executive Producer



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[www.directimages.com](http://www.directimages.com)

---

**From:** "Knox, Jamie" <[jknox@sanleandro.org](mailto:jknox@sanleandro.org)>

**Date:** Monday, July 1, 2019 at 4:14 PM

**To:** Bill Knowland <[\[REDACTED\]@\[REDACTED\]](mailto:[REDACTED]@[REDACTED])>

**Cc:** "Benabou, Isaac" <[ibenabou@sanleandro.org](mailto:ibenabou@sanleandro.org)>

**Subject:** Corrections

Hi Bill. There is an anomaly at 14:58-14:49. Also, I know you guys cut and pasted what I had sent, but Isaac's name is spelled incorrectly. I think that's my fault. Can we change the lower thirds to reflect his correct spelling? Surprised I didn't catch that before!

Isaac Benabou

Thank you,

Jamie



Jamie Knox  
Captain - Bureau of Services  
San Leandro Police Department

901 E. 14th Street  
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[jknox@sanleandro.org](mailto:jknox@sanleandro.org)  
[www.sanleandro.org](http://www.sanleandro.org)



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**From:** Koll, Scott  
**To:** Knox, Jamie  
**Subject:** Re: video production documents  
**Date:** Monday, June 17, 2019 5:52:40 PM

---

Yes, of course! First thing tomorrow.

Scott Koll  
Business Manager  
San Leandro Finance Department  
510-577-3293

On Jun 17, 2019, at 5:51 PM, Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)> wrote:

Hi Scott. Can you facilitate this?

Sent from my iPhone

Begin forwarded message:

**From:** Bill Knowland <[REDACTED]@[REDACTED]>  
**Date:** June 17, 2019 at 5:03:06 PM PDT  
**To:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Subject:** video production documents

Hello Jamie,

Here are a few items you will need from Direct Images Interactive:

Certificate of Insurance for SLPD (for General Liability)  
W9 (for tax info)  
Invoice for first installment

I don't seem to have Scott Cole's email address. Please forward any relevant documents to him as needed and also send me his email address for any future correspondence with him that may be required.

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@[REDACTED]

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<insurance-certificate\_DII-SLPD.pdf>

<DII\_W9.pdf>

<DII-Invoice 4007.pdf>



**From:** Koll, Scott  
**To:** Bill Knowland  
**Cc:** Knox, Jamie  
**Subject:** Re: Purchase Order 57856 - Community Briefing Video  
**Date:** Monday, June 24, 2019 5:02:10 PM

---

Sure thing, Bill. I will send it in the morning when I return to the office.

Scott Koll  
Business Manager  
San Leandro Finance Department  
510-577-3293

> On Jun 24, 2019, at 4:13 PM, Bill Knowland <[REDACTED]@[REDACTED]> wrote:  
>  
> Hi,  
>  
> I have received the PO. Thanks Scott.  
>  
> Capt. Knox requested that I sign an NDA. Can you please send it over to me and I will sign it and get it back to you.  
>  
> Thanks,  
>  
> Bill  
>  
> Bill Knowland : Executive Producer  
> [REDACTED]  
> [REDACTED]  
> [REDACTED]  
>  
> Direct Images Interactive  
> An Inbound Marketing Agency  
> we make you look good  
> www.directimages.com <<http://www.directimages.com/>>  
>  
> On 6/24/19, 8:48 AM, "Koll, Scott" <SKoll@sanleandro.org> wrote:  
>  
> Good morning, Bill--  
>  
> We have issued the attached purchase order that I will utilize to pay Direct Images for this video. I will request your first payment from this PO today. I set a "not to exceed" value of \$5,000 to ensure we had flexibility for any last minute changes Capt. Knox would need. You will receive a physical copy in the mail, but I wanted to let you know how the payment processing will work here forward.  
>  
> Have a great day,  
>  
> Scott Koll  
> Business Manager  
> City of San Leandro, Finance Department  
> 835 E. 14th Street  
> San Leandro, CA 94577  
> Office: 510-577-3293  
>  
>

**From:** Koll, Scott  
**To:** Bill Knowland  
**Subject:** RE: Purchase Order 57856 - Community Briefing Video  
**Date:** Tuesday, June 25, 2019 10:41:00 AM  
**Attachments:** [REDACTED]

---

Good morning, Bill--

Here is the NDA for you to sign.

Thanks,

Scott

-----Original Message-----

From: Bill Knowland [mailto:[REDACTED]]  
Sent: Monday, June 24, 2019 4:14 PM  
To: Koll, Scott <SKoll@sanleandro.org>  
Cc: Knox, Jamie <JKnox@sanleandro.org>  
Subject: Re: Purchase Order 57856 - Community Briefing Video

Hi,

I have received the PO. Thanks Scott.

Capt. Knox requested that I sign an NDA. Can you please send it over to me and I will sign it and get it back to you.

Thanks,

Bill

Bill Knowland : Executive Producer

[REDACTED]  
[REDACTED]@[REDACTED]

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[www.directimages.com](http://www.directimages.com/) <<http://www.directimages.com/>>

On 6/24/19, 8:48 AM, "Koll, Scott" <SKoll@sanleandro.org> wrote:

Good morning, Bill--

We have issued the attached purchase order that I will utilize to pay Direct Images for this video. I will request your first payment from this PO today. I set a "not to exceed" value of \$5,000 to ensure we had flexibility for any last minute changes Capt. Knox would need. You will receive a physical copy in the mail, but I wanted to let you know how the payment processing will work here forward.

Have a great day,

Scott Koll  
Business Manager  
City of San Leandro, Finance Department  
835 E. 14th Street

San Leandro, CA 94577  
Office: 510-577-3293

**From:** Koll, Scott  
**To:** Bill Knowland  
**Cc:** Knox, Jamie  
**Subject:** RE: Payment for Community Briefing video  
**Date:** Monday, July 08, 2019 2:51:00 PM

---

Hello Bill,

I received confirmation to pay from Capt. Knox today, and I have submitted these invoices to our Accounts Payable. These should make the check run for this week. I will let you know if that is not the case.

Have a great week,

**Scott Koll**  
**Business Manager**  
City of San Leandro | Finance Department  
835 E. 14<sup>th</sup> Street | San Leandro, CA 94577  
O: 510.577.3293

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED]]  
**Sent:** Monday, July 08, 2019 1:57 PM  
**To:** Koll, Scott <SKoll@sanleandro.org>  
**Cc:** Knox, Jamie <JKnox@sanleandro.org>  
**Subject:** Payment for Community Briefing video

Hello Scott,

We are looking for payment on our (attached) invoices. What is the eta for our receipt of payment? Can we get payment this week on at least invoice 4007?

Bill

**Bill Knowland : Executive Producer**

[REDACTED]  
[REDACTED]@ [REDACTED]

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---

**From:** Bill Knowland < [REDACTED]@ [REDACTED]>  
**Date:** Monday, July 1, 2019 at 3:33 PM  
**To:** "Knox, Jamie" <JKnox@sanleandro.org>, "Koll, Scott" <SKoll@sanleandro.org>  
**Subject:** Community Briefing video invoice(s) attached

Hi Jamie and Scott,

Attached is our latest invoice for installment 2 the Community Briefing video (invoice 4010)

Also attached is the first invoice resent with the PO # on it (invoice 4007).

Bill

**Bill Knowland** : Executive Producer



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**From:** Koll, Scott  
**To:** Bill Knowland  
**Subject:** RE: Past due invoices  
**Date:** Monday, July 15, 2019 11:36:00 AM

---

Nobody in particular. You will simply let them know you are with Direct Images and need to pick up your payment for services. They will be expecting you.

Take care,

Scott

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED] ]  
**Sent:** Monday, July 15, 2019 11:36 AM  
**To:** Koll, Scott <SKoll@sanleandro.org>  
**Subject:** Re: Past due invoices

Thanks for checking. I will be there Thursday to pick it up then. Should I ask for anyone in particular?

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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---

**From:** "Koll, Scott" <SKoll@sanleandro.org>  
**Date:** Monday, July 15, 2019 at 11:32 AM  
**To:** Bill Knowland < [REDACTED]@ [REDACTED] >  
**Subject:** RE: Past due invoices

Hello Bill,

Sorry, but no. We issue checks on Thursdays. That would be the earliest I could get it to you. You can swing by any time this Thursday at our Finance Department: 835 East 14<sup>th</sup> Street, 2<sup>nd</sup> Floor of City Hall.

**Scott Koll**  
**Business Manager**  
City of San Leandro | Finance Department  
835 E. 14<sup>th</sup> Street | San Leandro, CA 94577  
O: 510.577.3293



---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED] ]  
**Sent:** Monday, July 15, 2019 9:37 AM  
**To:** Koll, Scott <SKoll@sanleandro.org>  
**Subject:** Past due invoices

Hi Scott.

I was counting on this payment by now to fund tax payments we need to make today.

Can I pick up the check today?

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@ [REDACTED]

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---

**From:** "Koll, Scott" <SKoll@sanleandro.org>  
**Date:** Friday, July 12, 2019 at 10:50 AM  
**To:** Bill Knowland < [REDACTED]@ [REDACTED] >  
**Subject:** RE: Payment for Community Briefing video

Hello Bill,

I am sorry to say that the check could not get issued this week. We have it set for issuance next week. I apologize we could not make it happen this week.

Take care,

**Scott Koll**  
**Business Manager**  
City of San Leandro | Finance Department  
835 E. 14<sup>th</sup> Street | San Leandro, CA 94577  
O: 510.577.3293

---

**From:** Bill Knowland [mailto: [REDACTED]@ [REDACTED] ]  
**Sent:** Friday, July 12, 2019 9:41 AM  
**To:** Koll, Scott <SKoll@sanleandro.org>  
**Subject:** Re: Payment for Community Briefing video

Hi Scott,

I'd like to pick up the check up today. Where should I go to pick it up?

bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]

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[www.directimages.com](http://www.directimages.com)

---

**From:** "Koll, Scott" <[SKoll@sanleandro.org](mailto:SKoll@sanleandro.org)>

**Date:** Wednesday, July 10, 2019 at 2:37 PM

**To:** Bill Knowland <[REDACTED]@[REDACTED]>

**Subject:** Re: Payment for Community Briefing video

Hello Bill,

We have not issued the check yet (as of this email), but I will check again tomorrow and let you know if it can be picked up.

Scott Koll  
Business Manager  
San Leandro Finance Department  
510-577-3293

On Jul 10, 2019, at 9:30 AM, Bill Knowland <[REDACTED]@[REDACTED]> wrote:

Hi Scott,

I have some big bills to pay coming up Friday and Monday.

Can I pick the check up today or tomorrow?

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]

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---

**From:** "Koll, Scott" <[SKoll@sanleandro.org](mailto:SKoll@sanleandro.org)>  
**Date:** Monday, July 8, 2019 at 2:52 PM  
**To:** Bill Knowland <[REDACTED]>  
**Cc:** "Knox, Jamie" <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Subject:** RE: Payment for Community Briefing video

Hello Bill,

I received confirmation to pay from Capt. Knox today, and I have submitted these invoices to our Accounts Payable. These should make the check run for this week. I will let you know if that is not the case.

Have a great week,

**Scott Koll**  
**Business Manager**  
City of San Leandro | Finance Department  
835 E. 14<sup>th</sup> Street | San Leandro, CA 94577  
O: 510.577.3293

---

**From:** Bill Knowland [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Monday, July 08, 2019 1:57 PM  
**To:** Koll, Scott <[SKoll@sanleandro.org](mailto:SKoll@sanleandro.org)>  
**Cc:** Knox, Jamie <[JKnox@sanleandro.org](mailto:JKnox@sanleandro.org)>  
**Subject:** Payment for Community Briefing video

Hello Scott,

We are looking for payment on our (attached) invoices. What is the eta for our receipt of payment? Can we get payment this week on at least invoice 4007?

Bill

**Bill Knowland** : Executive Producer

[REDACTED]  
[REDACTED]@[REDACTED]

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[www.directimages.com](http://www.directimages.com)

---

**From:** Bill Knowland <[REDACTED]>

**Date:** Monday, July 1, 2019 at 3:33 PM

**To:** "Knox, Jamie" <JKnox@sanleandro.org>, "Koll, Scott" <SKoll@sanleandro.org>

**Subject:** Community Briefing video invoice(s) attached

Hi Jamie and Scott,

Attached is our latest invoice for installment 2 the Community Briefing video (invoice 4010)

Also attached is the first invoice resent with the PO # on it (invoice 4007).

Bill

**Bill Knowland** : Executive Producer



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